

Though many would say my music tastes are eclectic, I have listened to K-LOVE since it merged with a radio station that broadcast from Colorado Christian University several years ago. I finally listened to my heart last year and have since made monthly pledges, even while being unemployed following a lay-off, because I believe it is imperative that I do something to help restore the morals and ethics that seem to be eroding our nation's integrity.

K-LOVE offers its listening audience an opportunity to realize that in a nation where honesty, commitment, and accountability seem to evaporate in favor of me-ism (the what's-in-it-for-me concept), there is victory for those who seek truth, virtue, and avenues to recycle their blessings (the pay-it-forward concept).

The scales in this country have been tipped—the media offer us more negative news than positive. In an election year, politicians breed contempt for their opponents—and young people are taught to respect these government officials. Stories of bombings, corporate corruption, and terrorism monopolize our headlines, while the stories of humanity, selflessness, and inspiration are used to fill dead air or empty column space. K-LOVE puts balance back in these scales by bringing positive messages to its listeners that encourage, motivate, and uplift. K-LOVE provides a foundation on which its listeners can educate young people, revive broken spirits and restore some of the optimism that has been assailed.